

**AMENDMENT AND PRESENTATION OF CLAIMS**

Please replace all prior claims in the present application with the following claims.

1. (Currently Amended) A system, comprising:
  - a promotion server configured to receive a promotion message request from an event manager;
  - said promotion server further configured to generate a promotion message comprising an invitation to be reminded prior to a start of an event scheduled to start at a defined start time based on said promotion message request;
  - said promotion server further configured to cause, at least in part, sending of said promotion message ~~including said invitation~~ to one or more ~~communications terminal~~ communication terminals through at least one communication network;
  - said promotion server further being configured to receive an acceptance signal relating to the sent promotion message from the one or more communication terminals through said at least one communication network, said promotion server comprising a register for associating ~~an~~ accepting communication ~~terminal~~ terminals of said one or more communication terminals with said promotion message, on reception of said acceptance signal from said accepting communication ~~terminal~~ terminals, and said promotion server further being configured to cause, at least in part, sending of a reminder for said event to said accepting communication ~~terminal~~ terminals based on said defined start time included in said ~~promotional~~ promotion message through said first communication network,

wherein the promotion message further comprises one or more instructions for notifying the accepting communication terminals of a launch of a shared application on the promotion server for access by the accepting communication terminals of a shared media experience, and wherein said event manager is separate from the one or more communication terminals.

2. (Previously Presented) The system according to claim 1, wherein said one or more communication terminals comprise at least one of mobile phones, cellular phones, personal office assistants or personal computers.

3. (Previously Presented) The system according to claim 1, wherein said promotion message comprises at least one of a text, a series of texts, a picture, a series of pictures, a video sequence, a series of video sequences, an audio track or a series of audio tracks.

4. (Previously Presented) The system according to claim 1, wherein said one or more receivers comprise at least one of a television, a radio, a set-top box, a receiver module for a computer, a multimedia terminal, a mobile or cellular phone, a personal office assistant or a personal computer.

5. (Previously Presented) The system according to claim 1, wherein said promotion message request comprises at least one of start time, end time of said event, duration of said event, event identity, event type, event presentation platform, promotion message, or list of said receivers and said one or more communication terminals.

6. (Previously Presented) The system according to claim 5, wherein said event presentation platform comprises at least one of the following connected to a media communication network and a network broadcaster: a television, a radio, a set-top box, a receiver module for a computer, a multimedia terminal, a mobile or cellular phone, a personal office assistant or a personal computer.

7. (Previously Presented) The system according to claim 6, wherein said media communication network comprises at least one of a cable television network, a satellite television network, a radio frequency television network, a telephone network, a powerline network or a radio network.

8. (Previously Presented) The system according to claim 1, wherein said first communication network comprises at least one of a wired telecommunication network, a wireless telecommunication network, local area network, metropolitan area network, wide area network, or a dedicated communication line.

9. (Previously Presented) The system according to claim 1, wherein said connection comprises at least one of a wired telecommunication network, a wireless telecommunication network, local area network, metropolitan area network, wide area network or a dedicated communication line.

10. (Previously Presented) The system according to claim 1, wherein said promotion server further comprises a storage device configured to store said register, said reminder and said promotion message; and

a processor configured to process communication with said one or more communication terminals, configured to process said promotion message request from said event manager, and to update information in said storage device.

11. (Previously Presented) The system according to claim 1, wherein said register comprises at least one of promotion message identity; one or more communication terminal identities, event data, time data or group application data.

12. (Previously Presented) The system according to claim 1, wherein said one or more communication terminals is configured to forward said promotion message to further communication terminals connected in said first communication network.

13. (Previously Presented) The system according to claim 12, wherein an accepting communication terminal of said further communication terminals is configured to respond to said promotion message by communicating an acceptance signal through said first communication network to said promotion server; and

said promotion server is further configured to associate said accepting communication terminal of said further communication terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal and said promotion server being adapted to communicate a reminder signal to said accepting communication terminal through said first communication network.

14. (Previously Presented) The system according to claim 12, wherein an accepting communication terminal of said further communication terminals is configured to respond to said promotion message by communicating an acceptance signal through said first communication network to said one or more communication terminals;

said one or more communication terminal further comprising a local register configured to associate an accepting communication terminal of said further communication terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal; and

said one or more communication terminals being configured to communicate a reminder signal to said accepting communication terminal through said first communication network.

15. (Previously Presented) The system according to claim 1, wherein said one or more communication terminals are configured to start a predetermined application when receiving said reminder signal.

16. (Currently Amended) A method, comprising:

receiving a promotion message request from an event manager;

generating a promotion message comprising an invitation to be reminded prior to a start of an event scheduled to start at a defined start time based on said promotion message request;

causing, at least in part, sending by said promotion server, of said promotion message ~~including said invitation~~ to one or more communication terminals via said promotion server connected to said one or more communication terminals through a first communication network;

receiving, at said promotion server, an acceptance signal relating to the sent promotion message from ~~an~~ accepting communication ~~terminal~~ terminals of said one or more communication terminals via said promotion server;

associating, by said promotion server, said accepting communication ~~terminal~~ terminals with said promotion message on reception of said acceptance signal from said accepting communication terminal via a register of said promotion server; and

causing, at least in part, sending of a reminder for said event to said accepting communication terminal based on said defined start time included in said ~~promotional~~ promotion message through said first communication network via said promotion server,

wherein the promotion message further comprises one or more instructions for notifying the accepting communication terminals of a launch of a shared application on the promotion server for access by the accepting communication terminals of a shared media experience, and wherein said event manager is separate from the one or more communication terminals.

17. (Previously Presented) The method according to claim 16, further comprising: causing, at least in part, forwarding said promotion message to further communication terminals via said one or more communication terminals.

18. (Previously Presented) The method according to claim 17, further comprising: causing, at least in part, accepting said promotion message by causing, at least in part, transmission of an acceptance signal to said one or more communication terminals via said further communication terminals;

receiving said acceptance signal from an accepting communication terminal of said further communication terminals via said one or more communication terminals;  
associating said accepting communication terminal with said promotion message on reception of said acceptance signal from said accepting communication terminal via a local register of said one or more communication terminal; and  
causing, at least in part, transmission of a reminder signal for said event to said accepting communication terminal through said first communication network by means of said one or more communication terminal.

19. (Currently Amended) An apparatus comprising:

at least one processor; and

at least one memory including computer program code,

the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to perform at least the following,

receive, from a promotion server, a ~~promotional~~ promotion message including an invitation to be reminded prior to a start of an event scheduled to start at a defined start time through a first communication network, and one or more instructions for providing a notification of a launch of a shared application on the promotion server for access by the apparatus of a shared media experience;

enable a user of said apparatus to perform general calendar operations;

output playback of said promotion message;

store promotion message information;

determine to transmit said promotion message;

cause, at least in part, transmission of an acceptance message for said invitation to said promotion server;  
receive a reminder signal for said event based on the defined start time included in said ~~promotional~~ promotion message;  
receive the notification of the launch of the shared application on the promotion server; and  
output playback of said reminder signal.

20. (Previously Presented) The apparatus according to claim 19, wherein said promotion message information comprises at least one of promotion message identity, one or more communication terminal identities, event data, or group application data.

21. (Previously Presented) The apparatus according to claim 19, further comprising audio and visual output components configured to communicate the promotion message to the user of the apparatus.

22. (Previously Presented) The apparatus according to claim 20, wherein the apparatus is further caused, at least in part, to: store a promotion message identity and information comprising transmitter identity and associated messaging contact information, recipient identity and associated messaging contact information, media event information, and group application data, which data is configured to initialize and activate a reminder application in response to receiving said reminder signal on said apparatus.



23. (Previously Presented) The apparatus according to claim 19, wherein the apparatus is further caused, at least in part, to: utilize an electronic program guide containing information on media events, and provide a reject signal when said apparatus is busy.

24. - 26. (Canceled)

27. (Currently Amended) An apparatus comprising:

at least one processor; and

at least one memory including computer program code,

the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to perform at least the following,

receive a promotion message from a promotion server, the promotion message including an invitation to be reminded prior to a start of an event scheduled to start at a defined start time based on said promotion message request, and one or more instructions for providing a notification of a launch of a shared application on the promotion server for access by the apparatus of a shared media experience;

cause, at least in part, transmission of an acceptance signal for said invitation based on information in at least one of a calendar or a list of scheduled events residing in the apparatus;

receive a reminder signal from said promotion server based on said defined start time included in said ~~promotional~~ promotion message;

receive the notification of the launch of the shared application on the promotion server; and

output playback of said reminder signal.

28. (Previously Presented) The apparatus of claim 27, wherein the apparatus is further caused to: cause, at least in part, forwarding of said promotion message to one or more communication terminals.

29. (Currently Amended) A method, comprising:

receiving, by a communication terminal, a promotion message from a promotion server, the promotion message including an invitation to be reminded prior to a start of an event scheduled to start at a defined start time, and one or more instructions for providing a notification of a launch of a shared application on the promotion server for access by the communication terminal of a shared media experience;

causing, at least in part, transmission of an acceptance signal for said invitation based on information in at least one of a calendar or a list of scheduled events residing in said communication terminal;

receiving, by said communication terminal, a reminder signal from said promotion server based on said defined start time included in said ~~promotional~~ promotion message;

receiving, by said communication terminal, the notification of the launch of the shared application on the promotion server; and

outputting playback of said reminder signal by said communication terminal.

30. (Previously Presented) The method of claim 29, further comprising causing, at least in part, forwarding said promotion message to one or more other communication terminals.

31. (Currently Amended) A computer-readable storage medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause an apparatus to at least perform the following steps:

receiving a promotion message request from an event manager;

generating a promotion message comprising an invitation to be reminded prior to a start of an

event scheduled to start at a defined start time based on said promotion message request;

causing, at least in part, sending of said promotion message including the event scheduled to

start at said defined start time to one or more communication terminals via said apparatus

connected to said one or more communication terminals through a first communication network;

receiving an acceptance signal relating to the sent promotion message from ~~an~~ accepting

communication ~~terminal~~ terminals of said one or more communication terminals;

associating said accepting communication ~~terminal~~ terminals with said promotion message

on reception of said acceptance signal from said accepting communication ~~terminal~~ terminals via a register of said apparatus; and

causing, at least in part, sending of a reminder for said event to said accepting communication

terminal based on said defined start time included in said ~~promotional~~ promotion message

through said first communication network via said apparatus,

wherein the promotion message further comprises an instruction set for notifying the

accepting communication terminals of a launch of a shared application on the promotion

server for access by the accepting communication terminals of a shared media experience,

and wherein said event manager is separate from the one or more communication terminals.

32. (Currently Amended) An apparatus, comprising:

at least one processor; and

at least one memory including computer program code,

the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to perform at least the following,

receive a promotion message request from an event manager;

generate a promotion message comprising an invitation to be reminded prior to a start of an event scheduled to start at a defined start time based on said promotion message request;

cause, at least in part, sending of said promotion message including said invitation to one or more communication terminals via said promotion server connected to said one or more communication terminals through a first communication network;

receive an acceptance signal relating to the sent promotion message from ~~an~~ accepting communication ~~terminal~~ terminals of said one or more communication terminals;

associate said accepting communication ~~terminal~~ terminals with said promotion message on reception of said acceptance signal from said accepting communication ~~terminal~~ terminals via a register of said promotion server; and

cause, at least in part, sending a reminder for said event to said accepting communication terminal based on said defined start time included in said ~~promotional~~ promotion message through said first communication network via said promotion server,

wherein the promotion message further comprises one or more instructions for notifying the accepting communication terminals of a launch of a shared application on the promotion server for access by the accepting communication terminals of a shared media experience, and wherein said event manager is separate from the one or more communication terminals.